

Ken J. Ward

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Beginning Fall 2018, Assistant Professor of Communication, Lamar University
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EDUCATION

Ph.D. in Journalism, E. W. Scripps School of Journalism, Ohio University.
GPA 4.0. Mike Sweeney, advisor. 2018.

Certificate in Contemporary History, Contemporary History Institute,
Ohio University. 2018.

M.A. in Communication, Wichita State University. GPA 3.98. Lisa Parcell,
advisor. 2014.

B.A. in Communication, Bethel College, North Newton, Kansas. GPA 3.49.
Christine Crouse-Dick, advisor. 2011.

DOCTORAL DISSERTATION

Title. “America’s Last Newspaper War: One Hundred and Sixteen Years of
Competition between the *Denver Post* and *Rocky Mountain News*.”

Abbreviated Abstract. This historical analysis charts the 116 years of competition
between the *Rocky Mountain News* and *Denver Post* to better understand the
strategies employed by the two newspapers in their competition with one another and
against other challenges, such as widespread economic uncertainty and the decline of
the newspaper industry. Research questions are evaluated in light of the modern media
ecosystem, one in which news organizations tangle with one another on the Internet as
well as their native platforms as they compete for the strained attention of their
audiences. This work offers practical lessons of immediate use related to market
competition, product differentiation, emergent media, economic hardship, and public
versus private ownership models, advice that benefits today’s publishers as they
attempt to stand out in a difficult news environment.

Chair. Mike Sweeney, Ohio University.

MASTER’S THESIS

Title. “Section and Silver: Editorial Representations of Political Regionalism and
Bimetallism in the Cripple Creek Mining District Press, 1894-1904.”

Description. An analysis of the utilization of the so-called “silver question” by
newspaper editors in Colorado’s Cripple Creek Mining District. Findings suggest
questions surrounding federal bimetallism monetary policy had a much stronger
influence on editors in the US Mountain West than previously understood by media
historians.

Chair. Lisa Parcell, Wichita State University.

REFEREED ARTICLES

“The Espionage Conviction of Kansas City Editor Jacob Frohwerk: ‘A Clear and Present Danger’ to the United States,” *Journal of Media Law and Ethics* 6, no. 1/2 (Summer/Fall 2017): 39–56.

“Crafty Ads: Branding and Product Nesting in the Arts and Crafts Magazine *The Craftsman*,” *Journal of Magazine and New Media Research* 17, no. 2 (Winter 2017): 1–20.

One additional article pertaining to new media ethics is currently out for review.

INDUSTRY EXPERIENCE

Staff Writer, *The McPherson Sentinel*, McPherson, Kansas, 2011–2012. Full-time writer and reporter on the city and county beats and editorial page editor. In addition to writing and editing, was responsible for laying out and proofing several pages daily, photographing and capturing video to compliment assignments, and updating the newspaper’s website. Received award from the Kansas Press Association for news and editorial writing.

Freelance Writer, 2009–2011. Beginning as part-time SEO work, freelancing grew into a full-time job producing around 10,000 words of copy per day. Most content was written for web applications, primarily SEO articles and shadow-written blog posts, although projects also included news features for area newspapers.

Radio Producer, *1410 KGSO AM*, Wichita, Kansas, 2008–2009. Produced numerous programs and commercial advertisements for a major sports radio station in Wichita. Primary duty was producing live broadcasts of Wichita Wingnuts baseball games. Was promoted to radio producer after three months of internship at the station.

Editorialist and Reporter, *The Collegian*, Bethel College, Kansas, 2009–2011. Wrote a regular humor column and news stories for the college newspaper, *The Collegian*.

Student Station Manager and Producer, *88.1 KBCU FM*, Bethel College, Kansas, 2009–2011. Managed the day-to-day operations of the campus’s 24-hour not-for-profit college radio station, including daily programming, site maintenance, and program production.

REFEREED CONVENTION PAPERS

2017. “The Vilest Man in the Newspaper Business”: F. G. Bonfils’s Libel Case against the *Rocky Mountain News*.” Paper presented at the 2017 annual conference of the Association of Education in Journalism and Mass Communication, Chicago, Illinois.

2016. “‘Head Thrown Back, Eyes Alert’: Sharing Nature in the *Columbus Dispatch* Column of Edward Sinclair Thomas.” Paper presented at the 34th annual conference of the American Journalism Historians Association, St. Petersburg, Florida.

2016. “The Espionage Conviction of Kansas City Editor Jacob Frohwerk: ‘A Clear and Present Danger’ to the United States.” Paper presented at the 2016 annual conference of the Association for Education in Journalism and Mass Communication, Minneapolis, Minnesota.

2014. “State Before Self: A Study of Silver and Sectionalism in the Cripple Creek Mining District Press, 1896-1904.” Paper presented at the 33rd annual conference of the American Journalism Historians Association, St. Paul, Minnesota.

2013. “Crafty Ads: Corporate Branding and Product Nesting in the Arts and Crafts Magazine *The Craftsman*.” Paper presented at the 32nd annual conference of the American Journalism Historians Association, New Orleans, Louisiana.

2013. “Digital Dependence: Information-Seeking Habits of Millennial in Distress.” Paper presented at the 34th annual conference of the Southwest/Texas Popular Culture and American Culture Association, Albuquerque, New Mexico.

CLASSES TAUGHT

Assistant Professor of Communication, Lamar University, beginning Fall 2018.

Courses currently under development:

Media Literacy

Communication Law

Strategic Social Media

Public Speaking

Scripps Howard Teaching Fellow, E. W. Scripps School of Journalism, Ohio University, 2015–2017.

Strategic Social Media. This course enhances students’ understanding of social media, identifying the strengths and weaknesses of various platforms and they ways they can be used in media and marketing settings. Using a campaign-oriented approach, students apply skills learned in classroom lectures and discussions in real-world social media projects for clients outside the university.

Editing. A course for upper-level journalism students that teaches editing skills including copy editing, news selection, photo processing, print and web layout, and basic web coding.

Multiplatform Reporting Lab. The lab section of a course that teaches basic reporting skills form multiple distribution platforms. It focuses on the fundamentals of reporting including AP style, newswriting, interviewing, and media ethics, as well as advanced topics such as video production and editing.

Instructor, Elliott School of Communication, Wichita State University, 2014–2015.

Historical and Theoretical Issues in Communication. An undergraduate and graduate-level course that provides an introduction to the predominant theories in communication studies as well as an overview of the history of mass media and its study in the United States.

Mass Media Writing. In this basic writing skills course for all communication students in the department, students learn to write for a variety of mass media platforms and fields, including print and electronic news, public relations, and advertising.

Integrated Marketing Communications Practicum. An undergraduate and graduate-level course that requires students to develop a package of integrated marketing products in the field. In summer 2014 the course was held

in Yellowstone National Park, where students planned and captured the raw materials for a marketing campaign for a university summer program.

Special Event Planning. A practicum course in which students plan, publicize, and host an event for a real-world client. Students are guided by the instructor as they make arrangements for and host the event.

Public Speaking. A course required of all students at the university, public speaking provides organizational techniques, methods of persuasion, and a variety of other tools to help present ideas to live audiences.

Adjunct Instructor, Bethel College, North Newton, Kansas, 2013–2014.

Gender, Race, Class, and Media. An upper-level course requiring students to critically engage the media and its intersection with issues of gender, race, and class.

Introduction to Communication. For most students, this course is an initial foray into the world of communication studies. It focuses on basic communication models and theory taught through observation and classroom discussion rather than lecture.

Yearbook Practicum. A hands-on course in which a very small group of students (typically four or five) plan and public the official school yearbook.

Graduate Teaching Assistant, Elliott School of Communication, Wichita State University, 2012–2014

Public Speaking. A course required of all students at the university, public speaking provides organizational techniques, methods of persuasion, and a variety of other tools to help present ideas to live audiences.

SERVICE

Registrar, American Journalism Historians Association, 2016–2021. Responsible for managing the pre-registration and check-in of attendees of AJHA's annual national conference. Position reports to the AJHA president and requires coordination with multiple organization committees.

Graduate Student Co-Chair, Association for Education in Journalism and Mass Communication History Division, 2017–2018. Write columns for the division's newsletter, *Clio*, and assist in organizing the division's events at the 2018 AEJMC national conference.

Vice President of Legislative Affairs, Graduate Student Senate, Ohio University, 2016. Served as the top-ranking member beneath the president of the university body responsible for representing the concerns of all graduate students on campus. Involved regular meetings with the university president and other officials as well as the management of biweekly meetings of the senate body.

Editorial Assistant, Journalism History, 2015–2016. Copy edited and proofread articles and other content for publication in *Journalism History*, one of two academic journals dedicated to research on the history of journalism and the media.

Editorial Assistant, Journal of Magazine & New Media Research, 2015. Copy edited and proofread articles and other content for publication in the *Journal of Magazine & New Media Research*, the academic journal of the AEJMC Magazine Division.

Representative of the Journalism Department, *Graduate Student Senate, Ohio University*, 2015–2016. Advocated to the general body of the graduate student senate on behalf of graduate students in the Department of Journalism.

Co-Chair, *Graduate Student Committee, American Journalism Historians Association*, 2014–2015. Responsible for recruiting and advocating for graduate student members of AJHA.

Member, *Membership Committee, American Journalism Historians Association*, 2014–2016. Assist in the recruitment and retention of members of AJHA, focusing on bringing the membership and graduate student committees closer together.

Member, *COMM 111 Basic Course Committee, Wichita State University*, 2013–2015. Represent concerns of graduate teaching assistants regarding the development and implementation of the public speaking course curriculum.

President, *Elliott School Graduate Student Association, Wichita State University*, 2013–2014. Established and lead an organization to increase the sense of community among graduate students within the Elliott School of Communication.

PANELS, TALKS, AND NON-REFEREED PAPERS

“Breaking Down Breaking News: A Classroom Game for Simulating Evolving Settings.” Panel presentation at the 2nd annual Perfecting Pedagogical Practices conference, Ohio University, Athens, Ohio. 2016.

Moderator, *Ohio Leaders: A Conversation on Leadership with Colleagues of Senator Voinovich*. Panel discussion hosted by the Ohio University Graduate Student Senate, Athens, Ohio. 2016.

Moderator, “‘If I Could Do It All Again’: Advice for New and Rising Journalism History Scholars.” Panel discussion at the 34th annual conference of the American Journalism Historians Association, Oklahoma City, Oklahoma. 2015.

“The Teaching Student: Helping Graduate Teaching Assistants See Themselves as Educators.” Address to the 71st annual meeting of the Midwestern Association of Graduate Schools, St. Louis, Missouri. 2015.

“Giving and Receiving: Strengthening the Relationship between Student Teachers and Their Universities.” Address to the spring 2015 of the Wichita State University National Advisory Council, Wichita, Kansas. 2015.

“The Search for Meaning: Poetic Case Studies of McLuhan’s Medium as Message.” Paper presented at the Bethel College Undergraduate Research, Internships, and Creative Activity Symposium, North Newton, Kansas. 2011.

CONTEST JUDGE

Pennsylvania NewsMedia Association (PNA) Foundation contest, community service category. 2015.

AWARDS

Warren Price Award for Top Student Paper, History Division, Association for Education in Journalism and Mass Communication, 2017.

Runner Up, Robert Lance Memorial Award for Top Student Paper, American Journalism Historians Association, 2016.

Second Place Paper, History Division, Association for Education in Journalism and Mass Communication, 2016.

Overall Winner, 2015 Excellence in Teaching Award, Midwestern Association of Graduate Schools, 2015.

Top Master's Thesis, Elliott School of Communication, Wichita State University, 2015.

Robert Lance Memorial Award for Top Student Paper, American Journalism Historians Association, 2013.

Second Place, Editorial Writing, Kansas Press Association, 2012 Awards of Excellence.

Third Place, Investigative Reporting, Kansas Press Association, 2012 Awards of Excellence.